CLAIMS:

1. A content delivery service server that delivers user selected content and content-subsidizing advertisements from a wide area network to a communications unit, comprising:

a user-determined selection of content;

an advertisement location attribute associated with a content-subsidizing advertisement;

a communications unit location detector that obtains a current geographic location of the communications unit;

a location comparator that compares said advertisement location attribute to said current location of the communications unit; and

a delivery interface that publishes said selection of content and said content-subsidizing advertisement when a location match is detected by said location comparator.

2. A content delivery service server in accordance with claim 1 further comprising:

an advertisement time significance attribute; and

a second comparator that compares said advertisement time significance attribute to a local time.

3. A content delivery service server in accordance with claim 2 wherein said delivery interface further comprises a delivery interface that publishes said selection of content and said content-subsidizing advertisement when both a location match is detected by said location comparator and a match of local time and said advertisement time significance attribute is detected by said second comparator.

4. A content delivery service server in accordance with claim 1 further comprising:

a user home location representation; and

a second comparator that compares said home location representation to a second advertisement location attribute and provides an enabling signal when said home location representation and said second advertisement location attribute do not match.

5. A content delivery service server in accordance with claim 4 wherein said delivery interface further comprises a delivery interface that publishes said selection of content and said content-subsidizing advertisement when both a location match is detected by said location comparator and said enabling signal is provided.

6. A content delivery service server in accordance with claim 1 further comprising a publication template memory that stores at least a home template and a roam template which place said user selection of content and said content-subsidizing advertisement into predetermined formats for publication to the communications unit.

7. A content delivery service server in accordance with claim 6 further comprising a roaming comparator that compares said current location to said user home location representation and directs the use of said home template upon a match and the use of said roam template upon a mismatch.

8. A content delivery service server that delivers user selected content and content-subsidizing advertisements from a wide area network to a communications unit, comprising:

a user-determined selection of content;

a user home location representation;

an advertisement location attribute associated with a content-subsidizing advertisement;

a comparator that compares said advertisement location attribute to said user home location representation and generates an enabling signal when said user home location representation and said advertisement location attribute do not match; and

a delivery interface that publishes said selection of content and said content-subsidizing advertisement in response to said enabling signal.

9. A content delivery service server in accordance with claim 8 further comprising:

a second location advertisement location attribute;

a communications unit location detector to obtain a current geographic location of the communications unit;

a location comparator that compares said second advertisement location attribute to said current location of the communications unit; and

said delivery interface further comprising a delivery interface that publishes said selection of content and said content-subsidizing advertisement in response to both said enabling signal and a location match detection by said location comparator.

10. A content delivery service server in accordance with claim 9 further comprising an advertisement time significance attribute associated with said content-subsidizing advertisement and a second comparator that compares said advertisement time significance attribute to a local time.

11. A content delivery service server in accordance with claim 10 wherein said delivery interface further comprises a delivery interface that publishes said selection of content and said content-subsidizing advertisement in response to all of said enabling signal, said location match detection by said location comparator, and a match of local time and said advertisement time significance attribute detected by said second comparator.

12. A moveable communications unit comprising:

a geographic locator that determines the current geographic location of the communications unit;

a communications interface that, upon receipt of a stimulus signal, couples to a content delivery service provider and conveys, inter alia, said current geographic location to said content delivery service provider; and

a display, coupled to said communications interface, that presents content, the general subject matter of which has been selected by a user, and content-subsidizing

advertisements selected by said content delivery service provider, said advertisement selection criteria based at least upon an advertisement location attribute and geographic proximity to said current geographic location of said communications unit.

13. A moveable communications unit in accordance with claim 12 further comprising a detector that determines when a user requests delivery of content, the output of said detector being said stimulus signal.

14. A moveable communications unit in accordance with claim 12 further comprising a range verifier that adjusts a range of geographic proximity for said advertisement selection.

15. A moveable communications unit in accordance with claim 14 wherein said range verifier further comprises a comparator that compares a representation of said current geographic location of the communications unit and said advertisement location attribute.

16. A moveable communications unit in accordance with claim 12 wherein said communications interface further comprises a wireline modem.

17. A moveable communications unit in accordance with claim 12 wherein said communications interface further comprises a wireless modem.

18. A method of delivering user selected content and content-subsidizing advertisements to a communications unit comprising the steps of:

storing a user-determined selection of content;

storing an advertisement location attribute associated with a content-subsidizing advertisement;

detecting a current geographic location of the communications unit;

comparing said advertisement location attribute to said detected current geographic location of the communications unit; and

publishing said stored user-determined selection of content and said content-subsidizing advertisement when a location match results from said comparing step.

19. A method in accordance with the method of claim 18 further comprising the steps of:

storing an advertisement time significance attribute;

determining local time; and

comparing said advertisement time significance attribute and said determined local time.

20. A method in accordance with the method of claim 19 wherein said step of publishing said user-determined selection of content and said content-subsidizing advertisement further comprises the step of publishing said selection of at least one category of content and a content-subsidizing advertisement in response to both a location match in said comparing step and a match of local time and said advertisement time significance attribute.

21. A method in accordance with the method of claim 18 further comprising the step of storing at least a home template and a roam template which place user selected content and content-subsidizing advertisements into predetermined formats for delivery to the communications unit.

22. A method in accordance with the method of claim 21 further comprising the steps of:

recalling a user home location representation;

comparing said detected current geographic location of the communications unit to said recalled user home location representation; and

directing the use of said home template upon a match and the use of said roam template upon a mismatch.

23. A method in accordance with the method of claim 18 further comprising the steps of:

determining at the communications unit the current geographic location of the communications unit; and

coupling, upon receipt of a stimulus signal, said current geographic location to a content delivery service provider.

24. A method in accordance with the method of claim 23 further comprising the step of detecting when a user requests publication of content and generating said stimulus signal.

25. A method in accordance with the method of claim 23 further comprising the step of adjusting at said communications unit a range of geographic proximity for modifying said step of comparing said advertisement location attribute to said current location of the communications unit.

26. A method in accordance with the method of claim 18 further comprising the steps of:

recalling a user home location representation;

comparing said home location representation to a second advertisement location attribute; and

providing an enabling signal when said home location representation and said second advertisement location attribute do not match.

27. A method in accordance with the method of claim 26 wherein said publishing step further comprises the step of publishing said stored user-determined selection of content and said content-subsidizing advertisement in response to both a location match in said comparing said advertisement location attribute to said detected current geographic location of the communications unit step and said provision of said enabling signal.

28. A method of delivering user selected content and content-subsidizing advertisements to a communications unit comprising the steps of:

storing a user-determined selection of content;

recalling a user home location representation;

storing an advertisement location attribute associated with a content-subsidizing advertisement;

comparing said advertisement location attribute to said user home location representation;

generating an enabling signal when said user home location representation and said advertisement location attribute do not match; and

publishing said selection of content and said content-subsidizing advertisement in response to said enabling signal.

29. A method in accordance with the method of claim 28 further comprising the steps of:

storing a second location advertisement location attribute associated with said content-subsidizing advertisement;

detecting a communications unit location to obtain a current geographic location of the communications unit;

comparing said second advertisement location attribute to said current location of the communications unit; and

publishing said selection of content and said content-subsidizing advertisement in response to both said enabling signal and said location match detection in said second advertisement location attribute comparing step.

30. A method in accordance with the method of claim 29 further comprising the steps of:

storing an advertisement time significance attribute associated with said content-subsidizing advertisement;

determining local time; and

comparing said advertisement time significance attribute to a local time.

31. A method in accordance with the method of claim 30 further comprising the step of publishing said selection of content and said content-subsidizing advertisement in response to all of said enabling signal, said current location match

detection, and said match of local time and said advertisement time significance attribute.

32. A method in accordance with the method of claim 29 further comprising the steps of:

determining at the communications unit a current geographic location of the communications unit; and

coupling, upon receipt of a stimulus signal, said current geographic location to a content delivery service provider.

33. A method in accordance with the method of claim 32 further comprising the step of detecting when a user requests publication of content and generating said stimulus signal.

34. A method in accordance with the method of claim 32 further comprising the step of adjusting at said communications unit a range of geographic proximity for modifying said step of comparing said second advertisement location attribute to said current location of the communications unit.